

2013 WIC Client Satisfaction Survey

Kathleen Carlson

July 10, 2013

Bureau of Nutrition and Physical Activity

Health and Wellness for all Arizonans



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WIC Client Satisfaction Survey

- April 1st – April 30th 2013
- SurveyMonkey and Scan-Tron questionnaires
- 13,823 clients started the survey
- 13,458 clients completed the survey
- All differences between 2012 and 2013 are statistically significant

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WIC Client Satisfaction Survey

- 25% responded in Spanish in 2011 and 2012
- 27% responded in Spanish in 2013

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Response Rates

Statewide response rate: 34.7%

Agency response rates: 8.9% - 88.2%

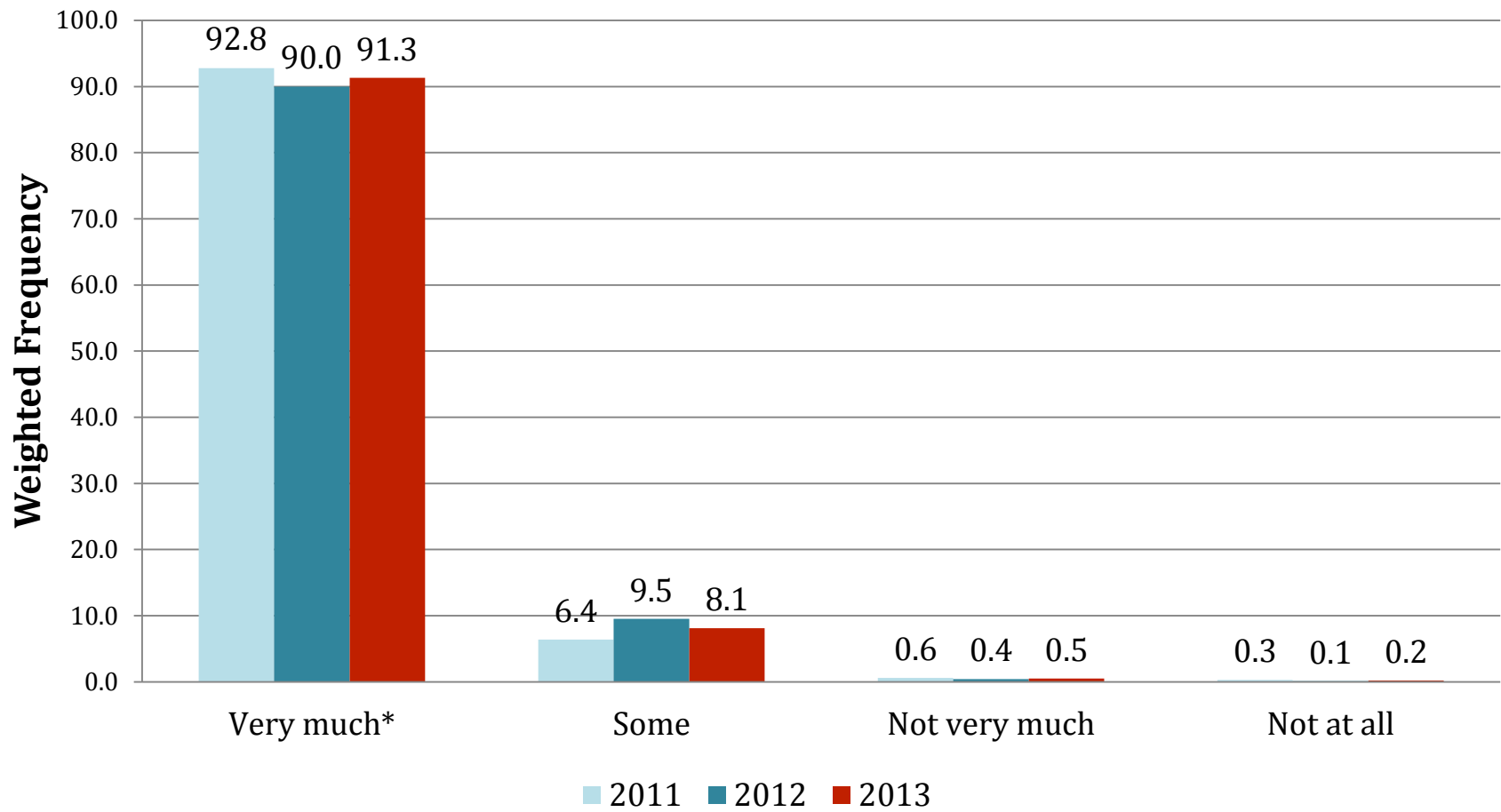
Clinic response rates: 5.2% - 100%

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How much did the counselor listen to your concerns?



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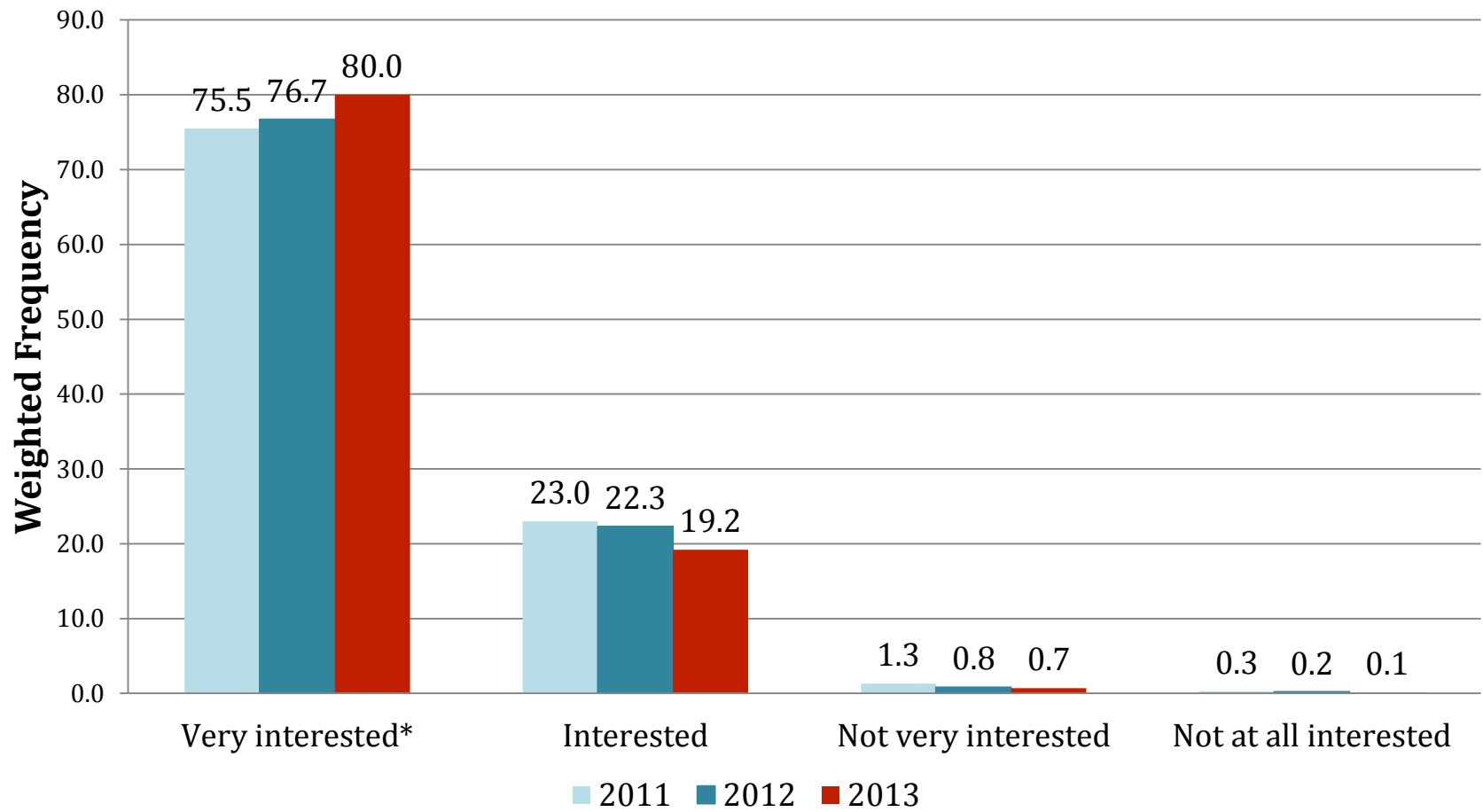


How much did the counselor listen to your concerns?

2013	
Very much	91.3%
Some	8.1%
Not very much	0.5%
Not at all	0.2%

- Agency range for highest satisfaction level: **86.2% to 100%**
- English/Spanish differences
 - In 2013 there is no difference between English and Spanish speaking respondents
 - In 2011 and 2012 English speaking respondents had been more likely to answer very likely
- Respondents in 2013 more likely to say the counselor listened very much (**91.3%-90.0%**)

How interested was the counselor in how your family does things?



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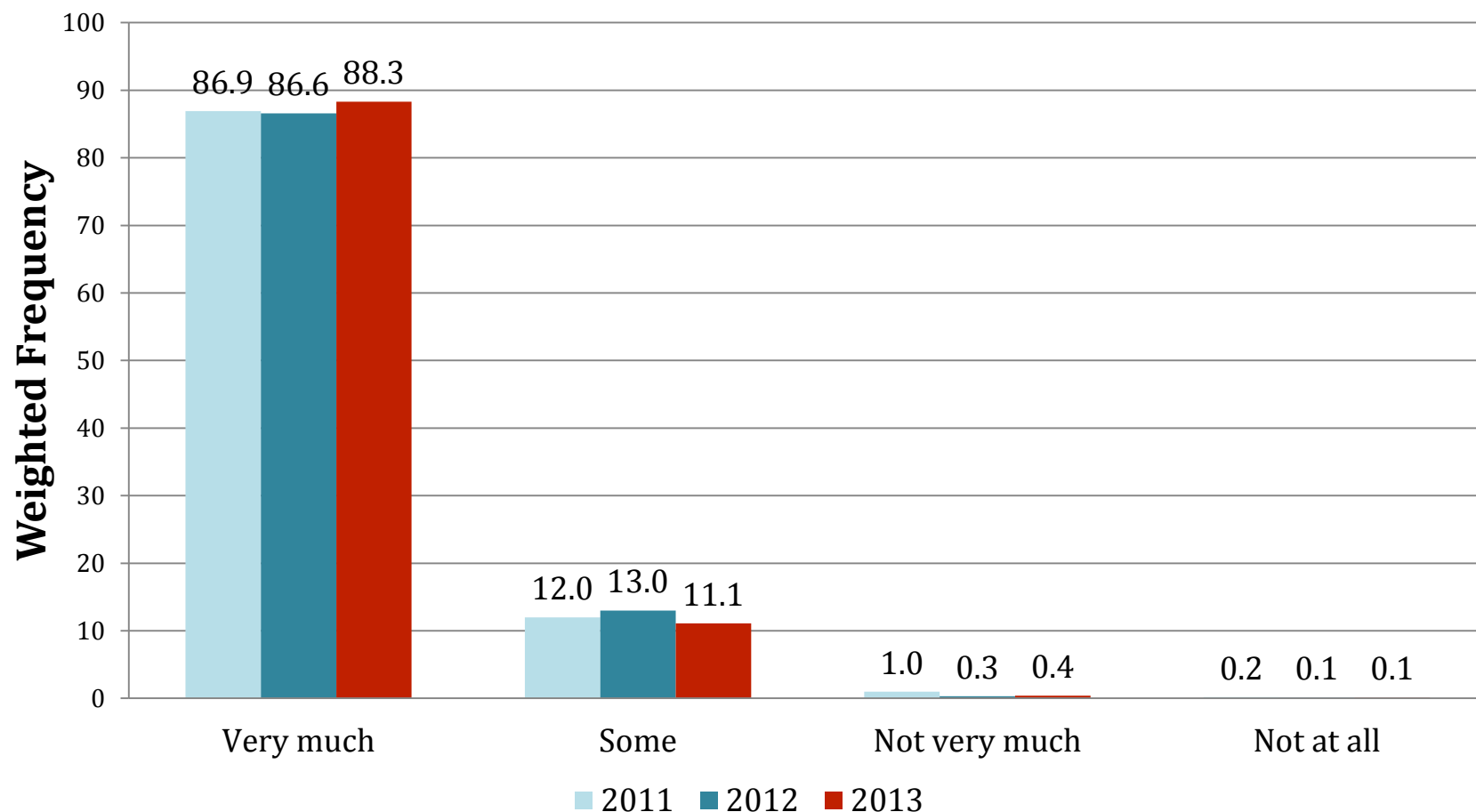
How interested was the counselor in how your family does things?

2013

Very interested	80.0%
Interested	19.2%
Not very interested	0.7%
Not at all interested	0.1%

- Agency range for highest satisfaction level: 68.4% to 100.0%
- English/Spanish differences
 - In 2013, Spanish speaking respondents more likely to report that counselor was very interested in how family does things (82.2%-79.2%)
 - This is a new difference
- Respondents in 2013 more likely to say that the counselor was interested in how their family does things (80.0%-76.7%)

How much did the staff care about you and your family?



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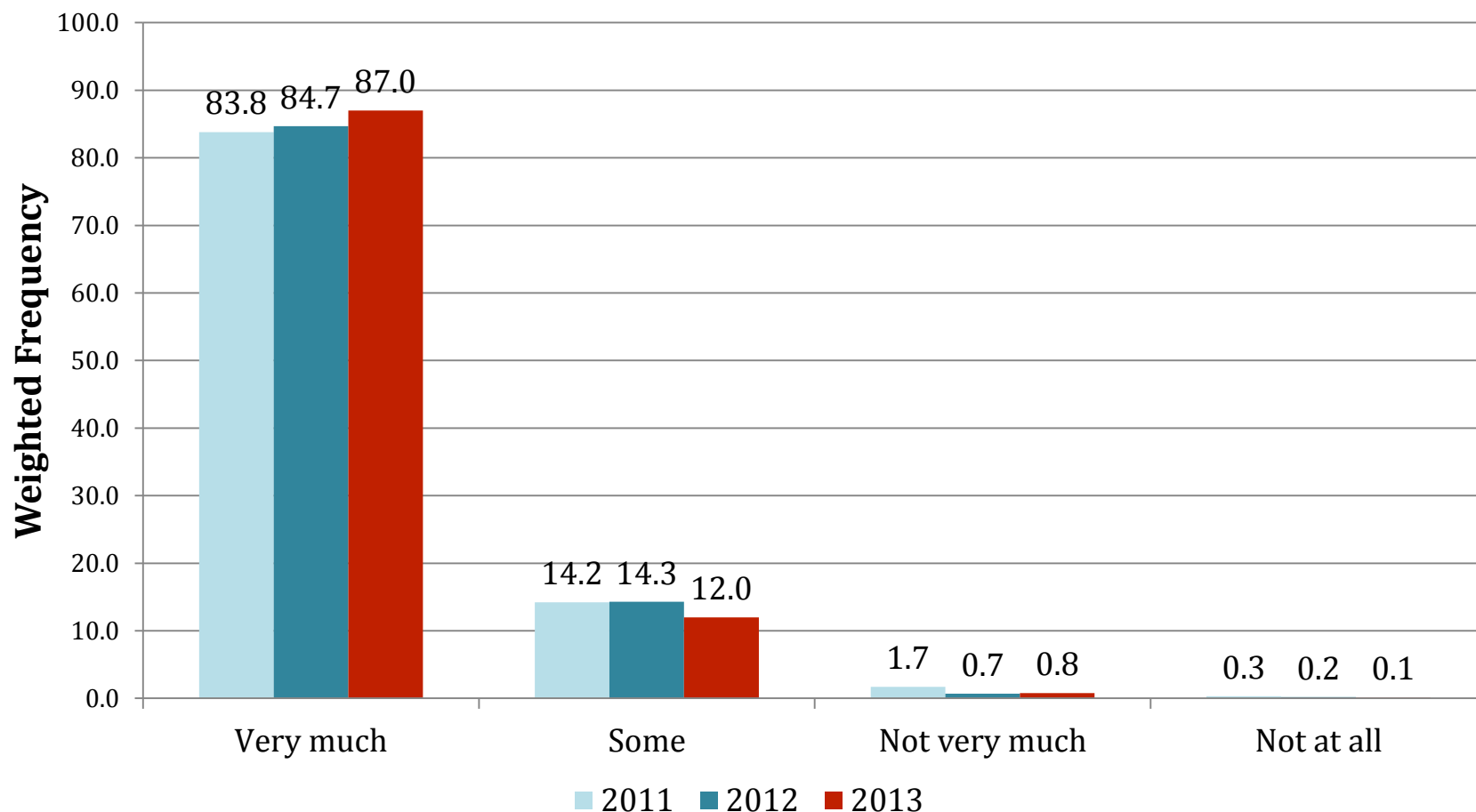
How much did the staff care about you and your family?

2013

Very much	88.3%
Some	11.1%
Not very much	0.4%
Not at all	0.1%

- Agency range for highest satisfaction level: **81.6% to 100%**
- English/Spanish differences
 - In 2013 there is no difference between English and Spanish speaking respondents
 - In 2011 and 2012 English speaking respondents were more likely to answer very much
- Respondents in 2013 more likely to say that the counselor cares about family very much **(88.3%-86.6%)**

How much did you get to talk with your counselor about what you wanted to talk about?



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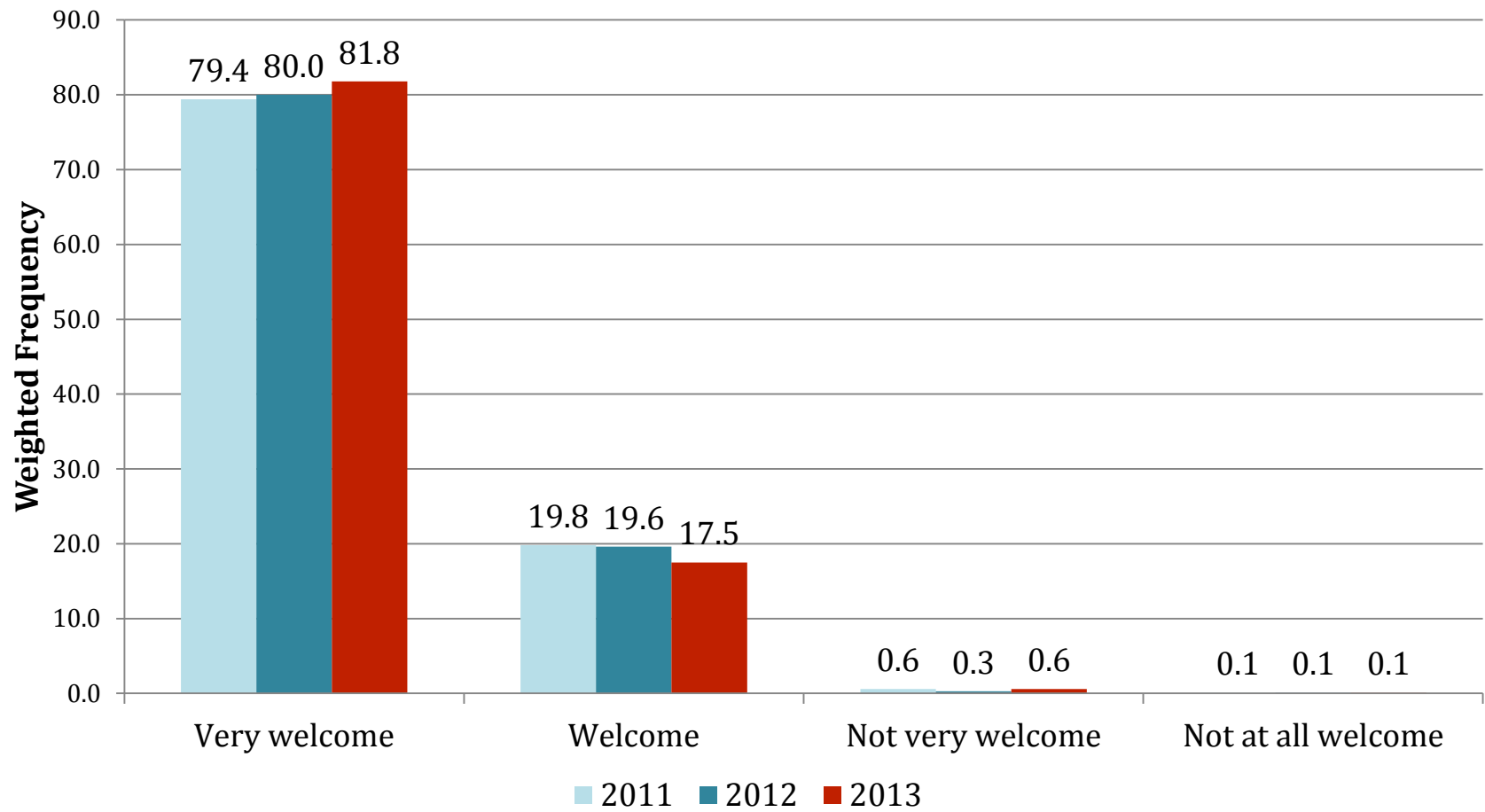


How much did you get to talk with your counselor about what you wanted to talk about?

2013	
Very much	87.0%
Some	12.0%
Not very much	0.8%
Not at all	0.2%

- Agency range for highest satisfaction level: **72.4% to 100.0%**
- English/Spanish differences
 - In 2013, English-speaking respondents more likely to report getting to talk very much about what they wanted (87.5%-85.8%)
 - This difference was also seen in previous years
- Respondents in 2013 more likely to say that they got to talk about what they wanted very much (87.0%-84.7%)

Overall, how welcome did the staff make you feel?



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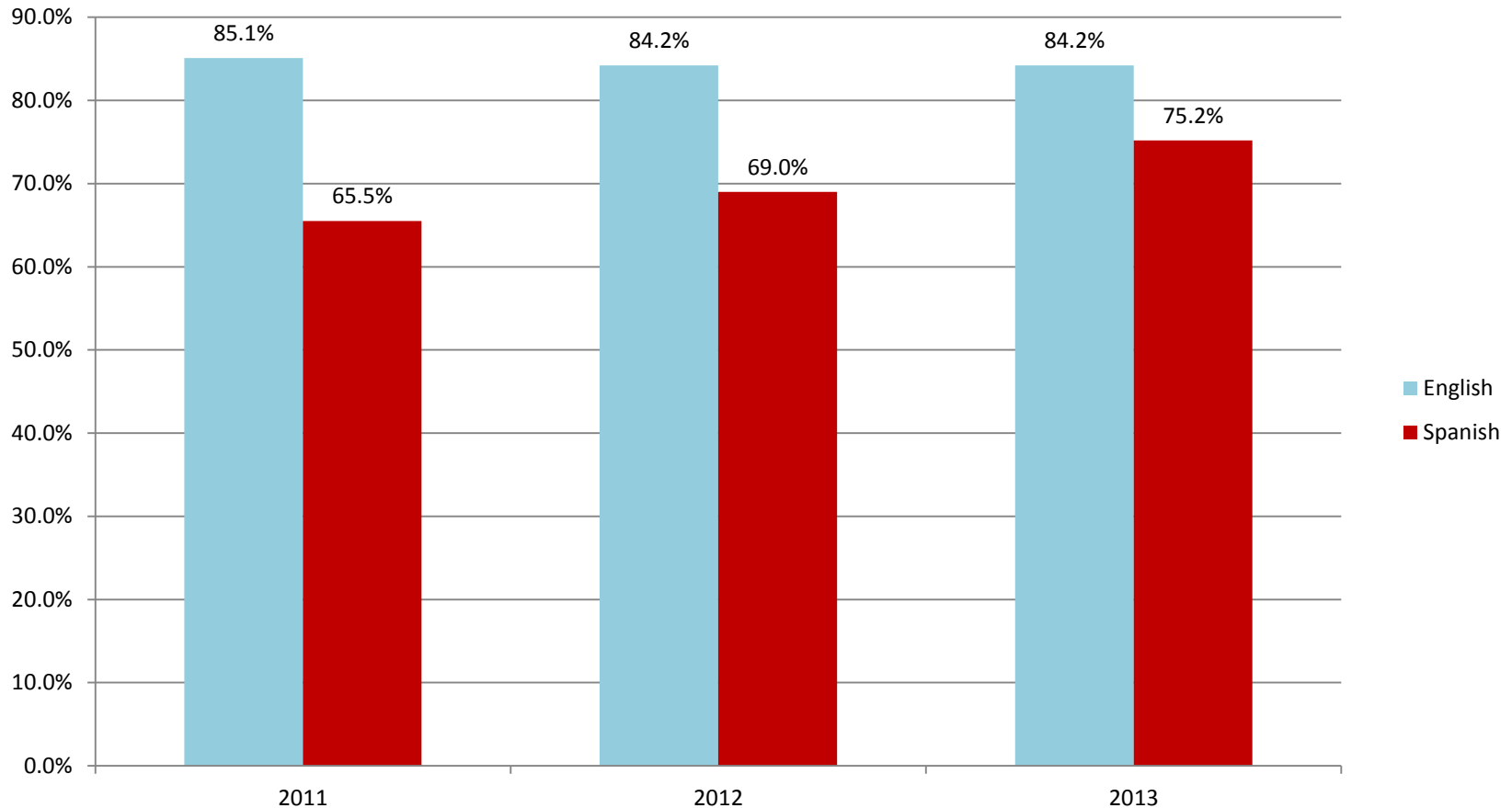
Overall, how welcome did the staff make you feel?

2013

Very welcome	81.8%
Welcome	17.5%
Not very welcome	0.6%
Not at all welcome	0.1%

- Agency range for highest satisfaction level: **74.1% to 100.0%**
- English/Spanish differences
 - In 2013, English-speaking respondents more likely to report feeling very welcome (**84.2 %-75.2%**)
 - This difference was also seen in previous years, but the gap is shrinking
- Respondents in 2013 more likely to say they felt very welcome (**81.8%-80.0%**)

Spanish/English differences in the percent of respondents who felt very welcome (differences every year are statistically significant)

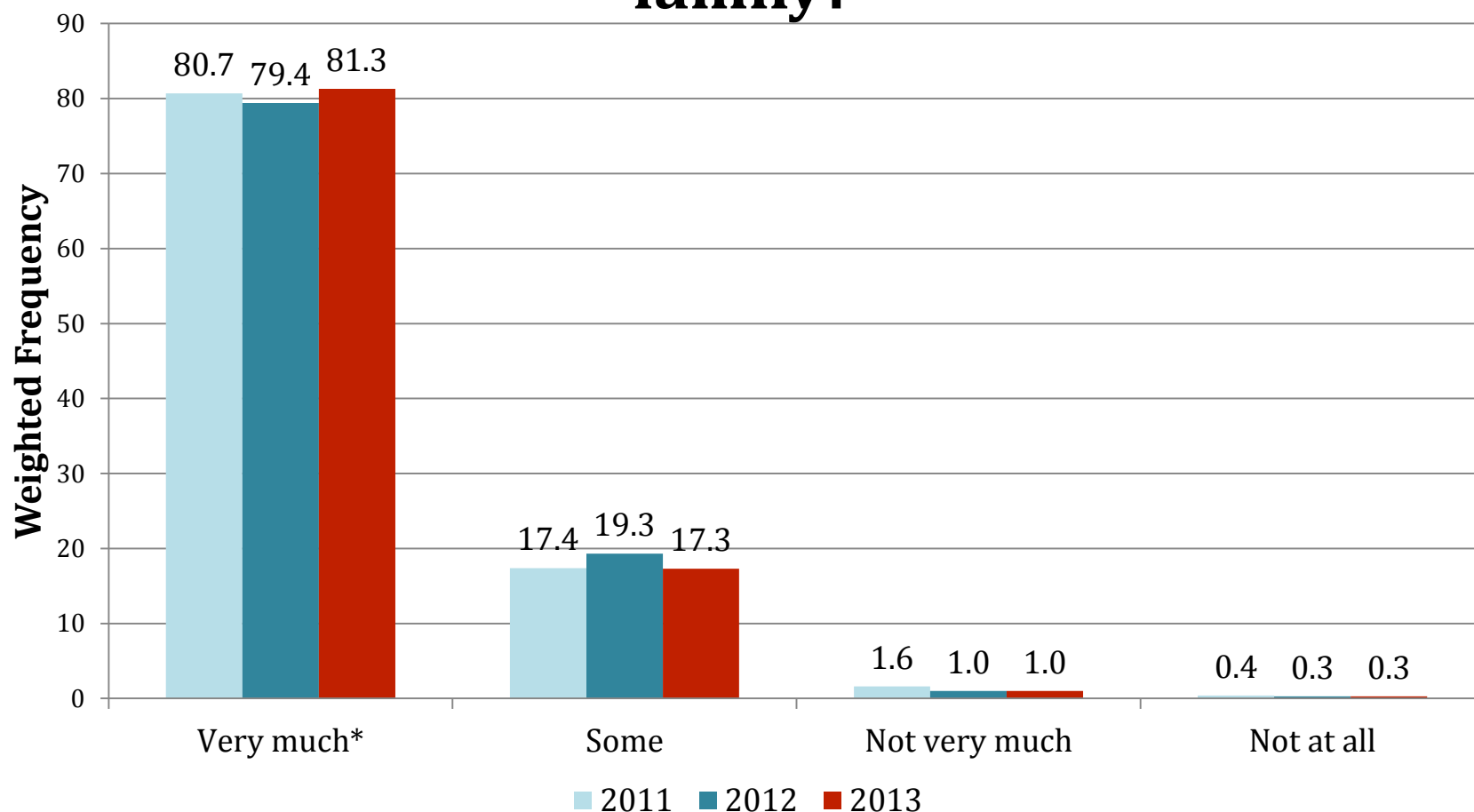


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After talking with the counselor, do you believe you can make better choices about feeding your family?



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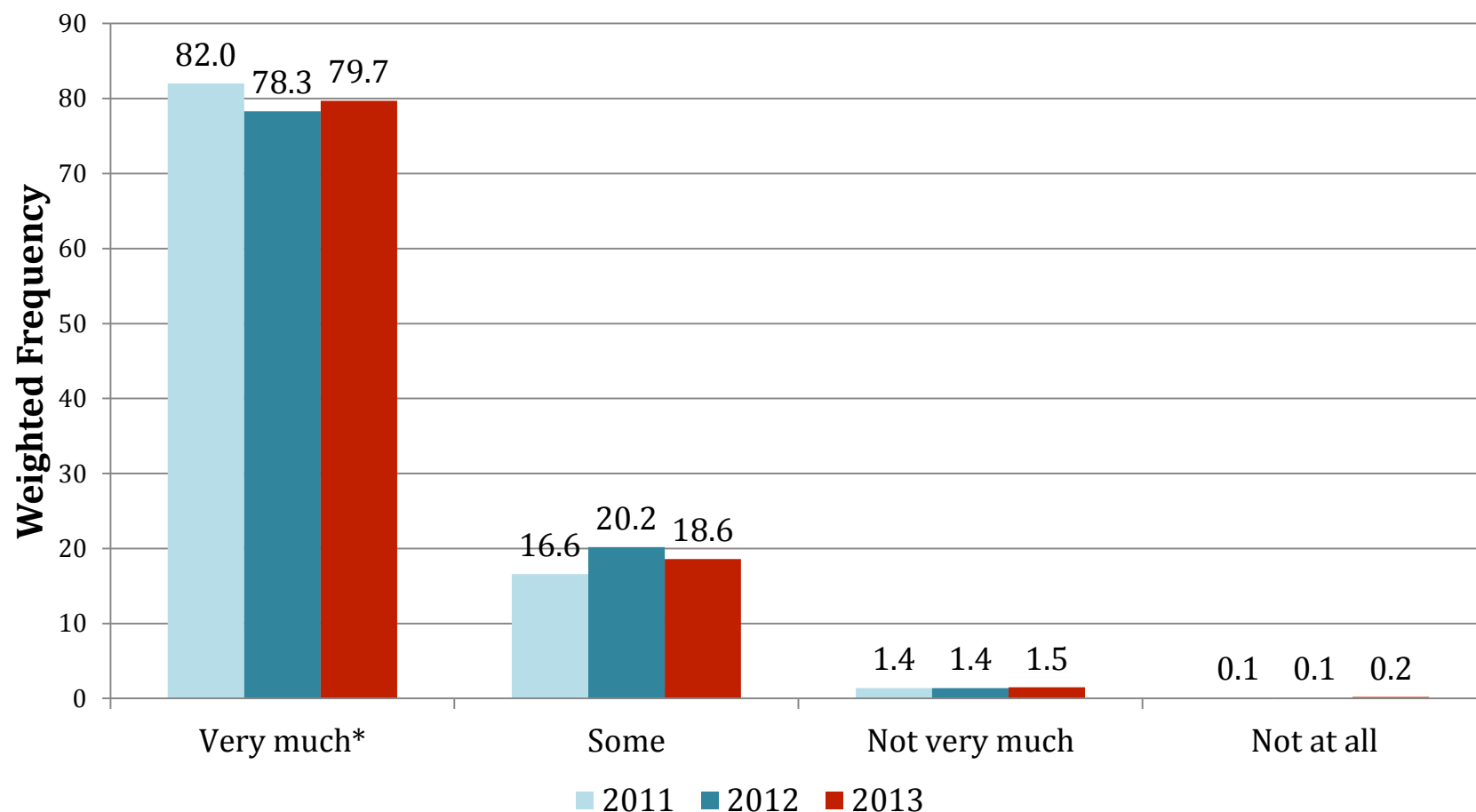
After talking with the counselor, do you believe you can make better choices about feeding your family?

2013

Very much	81.3%
Some	17.3%
Not very much	1.1%
Not at all	0.3%

- Agency range for highest satisfaction level: 74.8% to 100.0%
- English/Spanish differences
 - In 2013, Spanish-speaking respondents more likely to report feeling very much empowered (84.8%-80.0%)
 - This difference was also seen in previous years
- Respondents in 2013 more likely to report feeling very much empowered (81.2%-79.4%)

How much do you like the foods that you can buy with your WIC checks?



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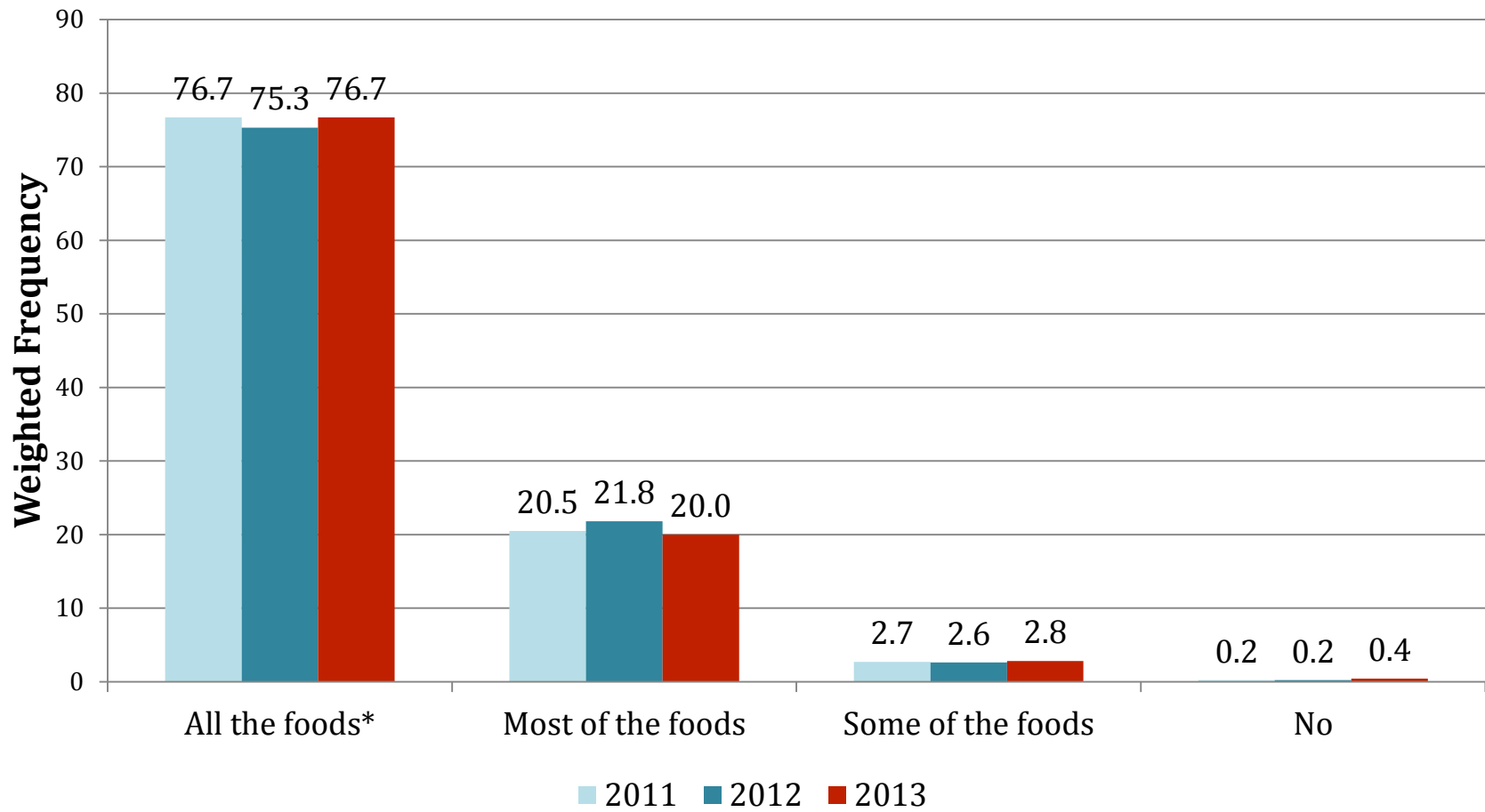
How much do you like the foods that you can buy with your WIC checks?

2013

Very much	79.7%
Some	18.6%
Not very much	1.5%
Not at all	0.2%

- Agency range for highest satisfaction level: 69.5% to 92.9%
- English/Spanish differences
 - In 2013, Spanish-speaking respondents more likely to report liking foods very much (85.3%-77.7%)
 - This difference was also seen in previous years
- Respondents in 2013 more likely to report liking foods very much (79.7%-78.3%)

Do you know how to find the WIC foods where you shop?



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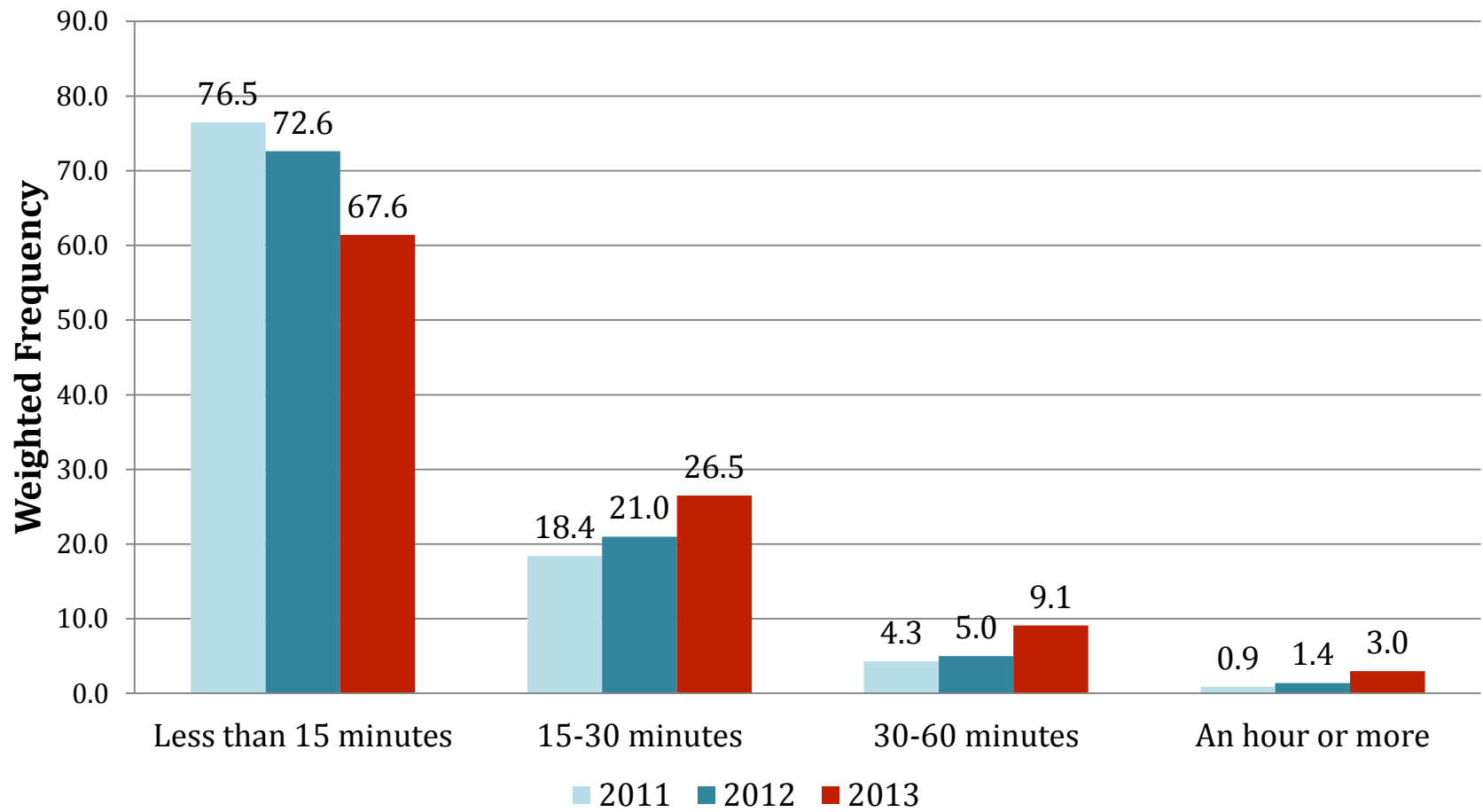


Do you know how to find the WIC foods where you shop?

2013	
All the foods	76.7%
Most of the foods	20.0%
Some of the foods	2.8%
No	0.5%

- Agency range for highest satisfaction level: 62.4% to 85.7%
- English/Spanish differences
 - In 2013, Spanish-speaking respondents more likely to report being able to find the WIC foods where they shop (78.9%-75.9%)
 - This is a new difference
- Respondents in 2013 more likely to say that they knew how to find WIC foods where they shop (76.7%-75.3%)

How long did you have to wait in the waiting room before your appointment began?



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How long did you have to wait in the waiting room before your appointment began?

2013

Less than 15 minutes	61.4%
15-30 minutes	26.5%
30 to 60 minutes	9.1%
An hour or more	3.0%

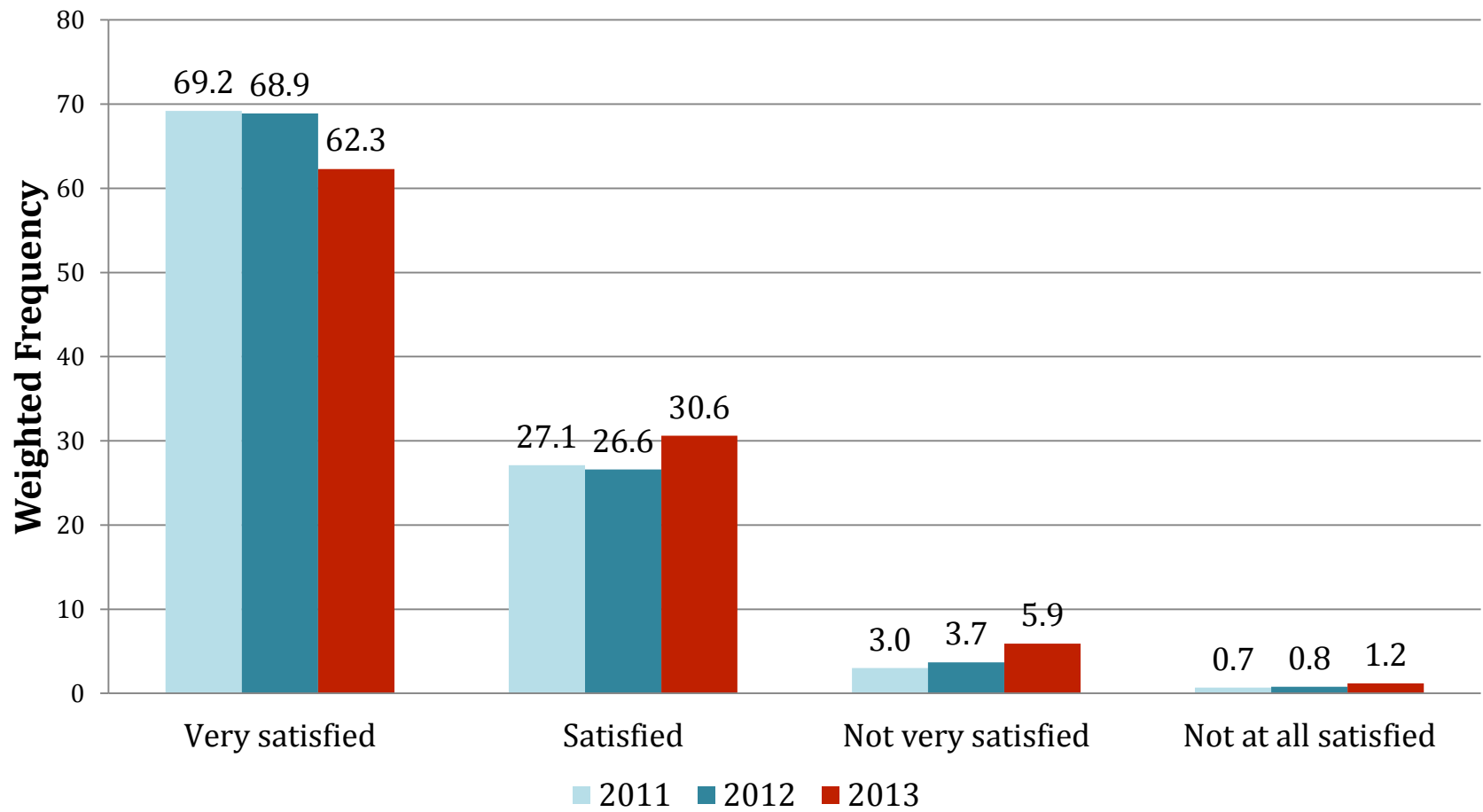
- Agency range for shortest wait time: 46.7% to 99.4%
- English/Spanish differences
 - In 2013, English speaking respondents more likely to have waited less than 15 minutes before their appointment began (63.2%-56.5%)
 - This difference was new last year
- Respondents in previous years more likely to have waited less than 15 minutes before their appointment began (2011: 76.5%, 2012: 72.6%, 2013: 61.4%)

Wait Times and Satisfaction

2013

	Very satisfied	Satisfied	Not very satisfied	Not at all satisfied	N
Less than 15 minutes	83.6%	15.9%	0.3%	0.1%	8,197
15 to 30 minutes	34.5%	60.0%	5.1%	0.4%	3,522
30 to 60 minutes	16.3%	46.2%	35.0%	2.6%	1,200
An hour or more	8.6%	24.2%	39.9%	27.3%	396
TOTAL:	62.3%	30.6%	5.9%	1.2%	13,320

How satisfied are you with the amount of time you had to wait?



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How satisfied are you with the amount of time you had to wait?

2013	
Very satisfied	62.3%
Satisfied	30.6%
Not very satisfied	5.9%
Not at all satisfied	1.2%

- Agency range for highest satisfaction level: 55.7% to 95.0%
- English/Spanish differences
 - In 2013, Spanish speaking respondents more likely satisfied with the amount of time they had to wait (64.8%-61.4%)
 - This is a new difference
- Respondents in previous years more likely to be very satisfied with wait times (2011: 69.2%, 2012: 68.9%, 2013: 62.3%)

Summary

- Challenges:
 - Wait times are longer
 - Clients are less satisfied with waiting
- Measurable Progress:
 - Clients appreciate the improved service
 - All measures of participant centered services have improved

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Questions?



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